

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Merriman et al.	Art Unit :	3688
Serial No. :	10/798,444	Examiner :	Michael H. Goldman
Filed :	March 12, 2004	Conf. No. :	5265
Title :	METHOD OF DELIVERY OF TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		

**Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INTERVIEW SUMMARY

The undersigned representative thanks Examiner Goldman for the courtesy of the telephonic interview held on February 2, 2010.

The substance of the interview included a discussion of claims 1 and 7 and the rejections of record under 35 U.S.C. §§ 102 and 103. The interview also included a discussion of United States Patent Number 5,794,210 ("Goldhaber").

Respectfully submitted,

Date: 9 March 2010

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